

# Visualize success across every KPI, territory and channel

## GET ALL OF YOUR BROADRIDGE ANALYTICS—ALL IN ONE PLACE

- Consolidate the most critical analytics from your existing Broadridge solutions
- Customize and filter data to your unique specifications
- Quickly assess results across distribution, marketing and product development

## PINPOINT SALES AND MARKETING OPPORTUNITIES

Your business runs on data, but it's hard to make decisions when you're toggling between multiple platforms and spreadsheets.

With Broadridge Distribution Insight Dashboards, you'll gain a faster, richer perspective on the best ways to target your sales and marketing efforts. Broadridge offers integrated powerful analytics and prospecting tools with industry-leading data, so you get the complete picture through a single, simple and intuitive experience.

## TURN FASTER INSIGHTS INTO MORE PROFITABLE GROWTH

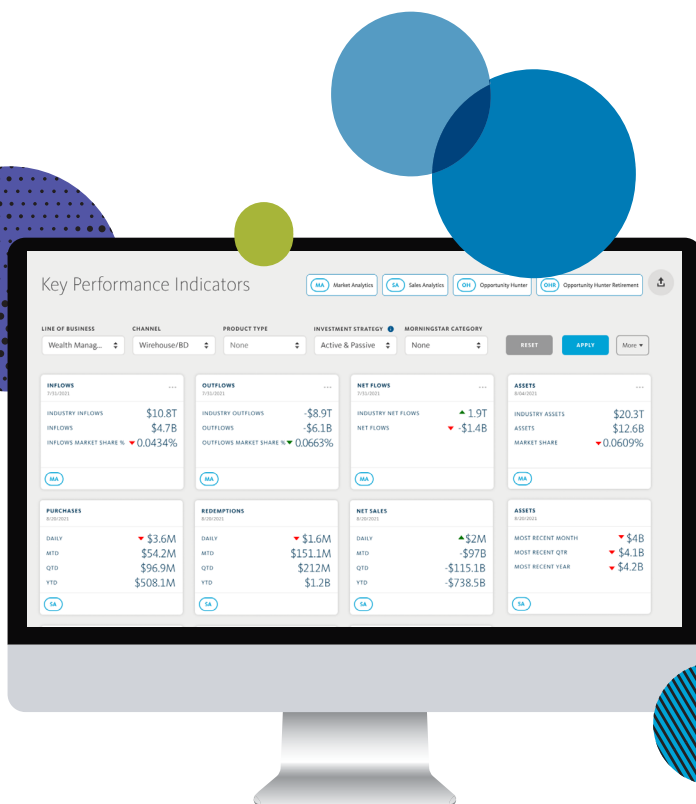
Fuel your business with the most complete sales and asset data in the industry. Broadridge Distribution Insight Dashboards provide an integrated view of three critical applications:

- **Market Analytics:** View your market share of assets and net flows in mutual funds and ETFs sold through RIAs, IBDs, wirehouses and banks at the individual distributor level.
- **Sales Analytics:** Analyze top producers and prospects based on daily transactional data and asset information.
- **Opportunity Hunter:** Identify and prioritize your best opportunities to gain new assets under management (AUM) and engage top prospects.

## VISUALIZE YOUR SUCCESS IN EVERY WAY POSSIBLE

Now, everyone on your team can get the information needed to analyze, manage and grow your business. Team members can customize their own dashboards so they'll see the data and analytics most relevant to their business.

- **Distribution Teams** can access the best tools for market and sales analytics. Individuals can customize their views to evaluate sales performance by channel, territory and line of business.
- **Product and Marketing Heads** have consolidated data at their fingertips, making it easier to identify and develop opportunities to introduce new products and campaigns.



## BROADRIDGE GIVES YOU MORE WAYS TO CUSTOMIZE YOUR DISTRIBUTION INSIGHT DASHBOARDS

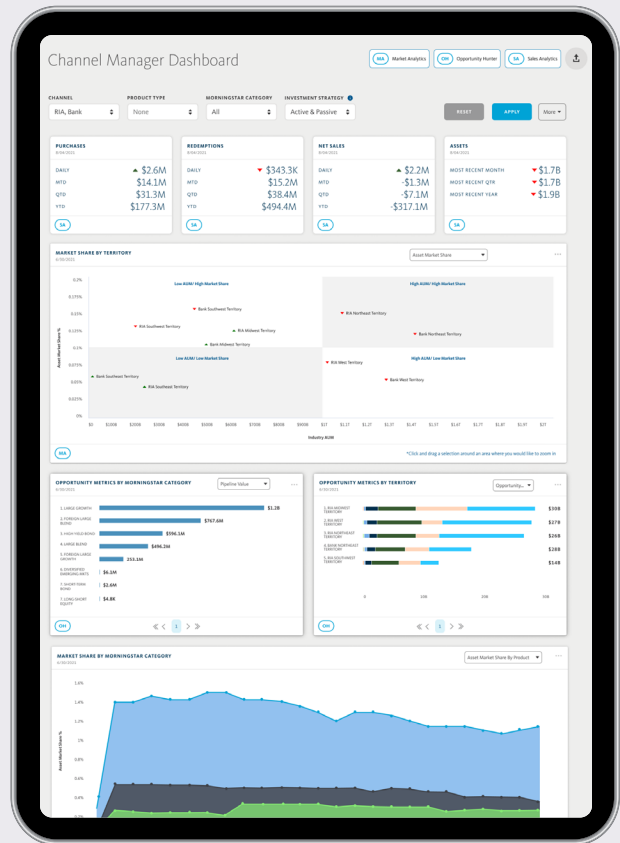
### Distribution Teams

- Review KPIs at the level each user needs: industry, line of business, channel, territory or product.
- Benchmark against competitors and track your market share by category with each individual distributor.
- Identify opportunities at the distributor and branch office levels—by investment category and channel.
- Analyze trends on AUM and net flows with each individual distribution partner.

### Product and Marketing Heads

- Create client snapshots and organize client info into actionable categories.
- Benchmark opportunities against competitors and across channels.
- Optimize your customer journey management.

## EACH TEAM MEMBER CAN SPOTLIGHT THE DATA AND ANALYTICS MOST RELEVANT TO THEIR SUCCESS



Get more value from your Broadridge data. We've made it easier to visualize your success across every KPI, territory and channel. **Customize your Distribution Insight Dashboards today.**

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Broadridge, a global Fintech leader with over \$5 billion in revenues, provides the critical infrastructure that powers investing, corporate governance and communications to enable better financial lives. We deliver technology-driven solutions that drive business transformation for our clients and help them get ahead of today's challenges to capitalize on what's next.

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